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**Applied DNA Sciences to Present “The Power of DNA in Detecting and Defeating Pharmaceutical Counterfeiting” at the Anti-Counterfeiting for Pharmaceuticals Conference**

STONY BROOK, N.Y., January 29, 2007 /PRNewswire-FirstCall/ -- Applied DNA Sciences, Inc. (OTC Bulletin Board: APDN), a DNA security solutions company, today announced that Dr. James A. Hayward, Chief Executive Officer, will deliver a presentation at the Anti-Counterfeiting for Pharmaceuticals Conference to be held January 30-31 in Philadelphia, PA.

The counterfeiting of pharmaceuticals is a large and growing problem throughout the world. It has been estimated that the pharmaceutical industry loses \$32 billion to counterfeiting globally each year (U.S. Chamber of Commerce). A study by Columbia University’s National Center on Addiction and Substance Abuse documented that only 11% of internet pharmacies are legitimate. In 2006, the Center for Medicine in the Public Interest predicted that counterfeit drug sales would increase more than 90% from 2005 levels to reach \$75 billion globally by 2010, nearly twice the growth rate of legitimate pharmaceuticals. According to the World Health Organization, over 10% of the global medicine market is estimated to be counterfeit, posing a health threat to patients everywhere.

Dr. Hayward’s talk, entitled “The Power of DNA in Detecting and Defeating Pharmaceutical Counterfeiting,” will address this disturbing trend and present the use of DNA embedment to combat counterfeiting in pharmaceuticals. DNA embedment offers a broadly applicable, convenient and inexpensive way to help protect pharmaceuticals from counterfeiting. APDN’s platform for DNA embedment, uses unique DNA “chimera”, is derived from botanical sources, and is marketed as the “SigNature” brand. The SigNature DNA Markers are highly resistant to reverse engineering or replication, and can either be applied independently or to supplement other security taggants in order to allow for a forensic level of authentication. APDN’s SigNature DNA Markers can easily be embedded directly into pharmaceutical packaging, combined with RFID (radio frequency identification) tags, holograms, or EPC’s (electronic product codes). APDN has demonstrated that our SigNature DNA markers may be applied directly onto single unit doses of drugs such as pressed tablets, and thereby ensure drug authenticity regardless of packaging.

“This is a rapidly growing problem which threatens the health and safety of people everywhere.” Dr. Hayward stated. “APDN’s SigNature Program can quickly and reliably authenticate and identify counterfeit versions of pharmaceuticals, diminishing

product diversion and enabling companies to detect, deter, interdict and prosecute counterfeiting enterprises and individuals. I welcome this opportunity to introduce the potential power of our DNA technology as both a way to deter counterfeiting and help protect patients.”

**About Applied DNA Sciences, Inc.**

Applied DNA Sciences, Inc. (APDN) provides botanical DNA encryption, embedment and authentication solutions that can help protect companies, governments and consumers from counterfeiting, fraud, piracy, product diversion, identity theft and unauthorized intrusion into physical locations and databases. Our common stock is registered under Section 12(g) of the Securities Exchange Act of 1934 and is listed on the Over-The-Counter Bulletin Board under the symbol "APDN". Contact: Debbie Bailey, Applied DNA Sciences, Inc., 25 Health Sciences Drive, Stony Brook, New York 11790; Tel: 631-444-8090; Fax: 631-444-8848 <http://www.ADNAS.com>.

The statements made by Applied DNA Sciences, Inc. may be forward-looking in nature and are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. Forward-looking statements describe the Company's future plans, projections, strategies and expectations, and are based on assumptions and involve a number of risks and uncertainties, many of which are beyond the control of Applied DNA Sciences, Inc. Actual results could differ materially from those projected due to our short operating history, limited market acceptance, market competition and various other factors detailed from time to time in Applied DNA Sciences' SEC reports and filings, including our Registration Statement on Form SB-2 as amended, and our Annual Report on Form 10-KSB, filed on January 16, 2007. The Company undertakes no obligation to update publicly any forward-looking statements to reflect new information, events or circumstances after the date hereof to reflect the occurrence of unanticipated events.

SOURCE Applied DNA Sciences, Inc.

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